

**Notice of References Cited**

Application/Control No.

09/748,774

Applicant(s)/Patent Under  
Reexamination  
BEYDA ET AL.

Examiner

Stephen M Gravini

Art Unit

3622

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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-5,708,782	01-1998	Larson et al.	705/14
	B	US-5,956,693 A	09-1999	Geerlings, Huib	705/14
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	How advertising frequency can work to build online advertising effectiveness by Gerard Broussard from International Journal of Market Research, v42, n4, p439 dated Winter 2000
	V	
	W	
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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